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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

MAXIMILIAN KLEIN, et al.,

Plaintiffs,

vs.

META PLATFORMS, INC.,

Defendant.

Case No. 3:20-cv-08570-JD

Hon. James Donato

**DECLARATION OF KEVIN
KREITZMAN**

1 I, Kevin Kreitzman, declare and state as follows:

2 1. I am a Managing Director at Berkeley Research Group, LLC. I have served as a
3 Principal at the ERS Group, a Director in the Forensics and Litigation practice at KPMG LLP, and
4 as a Senior Economist at LECG. I have been a lecturer at several universities, most recently at the
5 University of California at Berkeley, where I developed and taught courses in Corporate Finance
6 and Business Valuation using an economic profit methodology and Estimating Damages in
7 Litigation for the University of California at Berkeley Extension. I have personal knowledge of the
8 facts set forth in this declaration and, if called as a witness, could and would testify competently to
9 such facts under oath.

10 2. I have been asked by counsel for Advertiser Plaintiffs in the above-captioned
11 litigation to provide certain expert opinions in connection with Advertiser Plaintiffs' motion for
12 class certification.

13 3. Attached hereto are the two reports I have prepared in connection with this
14 assignment: the Expert Report of Kevin Kreitzman, **(Exhibit A)** and the Reply Report of Kevin
15 Kreitzman, **(Exhibit B)**.

16 4. The attached reports accurately reflect my opinions on the matters contained therein.

17
18 I declare under penalty of perjury that the foregoing is true and correct.

19 Executed on 9/14/2023, in Winter Haven, FL.

20
21 
22 Kevin Kreitzman